

# Outreach Efforts

In addition to research projects that have Outreach/Education components, other targeted outreach efforts included:

## *Meetings:*

- Periodic partner meetings: e.g., quarterly face-to-face or conference calls; update each other on, e.g., current and future projects, upcoming events, funding opportunities; rotate teleconferences to increase participation of more NOAA offices;
- Annual gathering: see below for more details
- Ad hoc briefings: key decision makers, city council members, legislators and aides (state and federal);
- External meetings: agencies outside NOAA, e.g., hurricane conference, “All Hazards” Conference, and “Flood Plain” conference; send/sponsor representative to attend these meetings who will report to “NOAA in NC” partners;
- Annual NOAA in NC Gathering:
  - Purpose: Network and promote cross line office partnerships;
  - Possible Elements: keynote speaker; selected presentations, family social event (fish fry/barbeque); Public symposium with presentations and posters featuring NOAA accomplishments, services, and products.
  - Possible Venues: NWS Eastern Regional meeting (held from Maine to South Carolina; participants include Directors, Outreach, Science); NC Coastal Federation; rotate between NOAA facilities; Raleigh (invite state/federal agencies and congressional staffers).
- *Mass Media:*
  - TV & Radio: e.g., UNCW “Environmental Minute” programs dedicated to NOAA projects, weather channel, PBS, NOAA Weather Radio during clear weather to advertise websites with other information, and promote the NOAA in NC website to “learn more.”
  - “NOAA in NC” Web page
  - Contacts List: deliver news and solicit expert content; Listserv for routine communications between NOAA offices;
  - “NOAA in NC” newsletter: electronic pdf sent to mass mail list/listserv
  - “NOAA in NC” Web page: portal to partners and their products:
    - cooperative model for “NOAA in Your State” page (<http://www.legislative.noaa.gov/noaainyourstate/northcarolina.html>);
    - “NOAA in NC” book bag: portal to NOAA/NC education content;
    - Web Database: contacts, projects, and products;
    - Data Portal: links to data and metadata clearinghouse nodes with NC information, data, and data products;
    - Dedicated Web page products: e.g., NOAA in NC newsletter, photo gallery